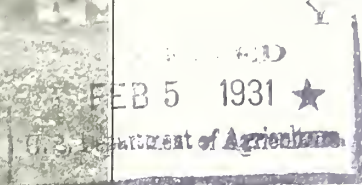


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Do not assume content reflects current scientific knowledge, policies, or practices.



Guarantee your profits . . .

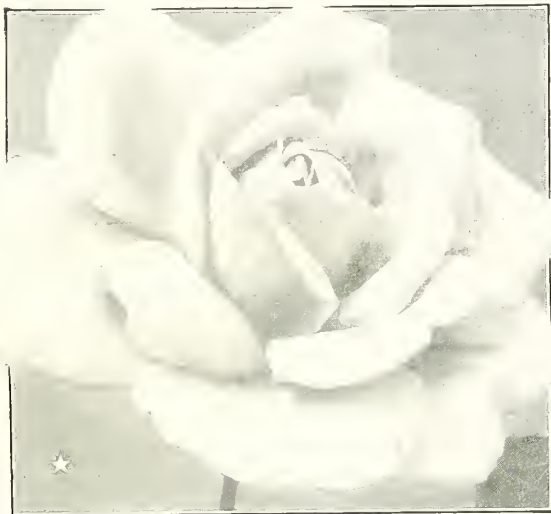
Gear your selling to

★ ROSES

• *Grown in Southeastern Pennsylvania on Multiflora Japonica Seedlings* •

"I congratulate you on the magnificent condition of the fields in which are being grown the Roses you have to sell this Fall and next Spring. I shall be a fortunate man if I am ever permitted to see *better* and *cleaner plants* than those thus at the disposal of your customers."

J. HORACE McFARLAND,
President and Editor,
American Rose Society, Harrisburg, Pa.,
September 16, 1930.



ONE OF 12 NEW ★ ROSES: KARDINAL PIFFL
Has a five-year start to become a leader; orange-pink and blooms continuously (more next page)

Because of unemployment and reduced incomes people will have more leisure this Summer. They will travel less, and look for inexpensive pleasure at home.

Dollar for dollar in actual returns received, they can't do better than invest in and play-around-with Roses. To give them the most for their money, and yourself an assured profit, sell ★ Roses. See handy selling-sets inside.

The Conard-Pyle Co.

ROBERT PYLE, *President* WEST GROVE, PA.

Rose Specialists for 34 Years

Prices for the trade only, and F. O. B. West Grove, Pa. Packing free for cash before shipment.

Sell These ROSES by Sets • • • Double Your Money on Every Set!

• Set No. 1 •

12 NOVELTIES OF DISTINCTION, \$17.50

The Sparkling Dozen

No. 1 dormant 2-year field plants
Southeastern Penna.-grown on Multiflora Seedlings

1. **Ami Quinard.** HT. Red. 3 for \$10
Vastly superior to HAWLMARK CRIMSON because of finer texture and depth of crimson-maroon color. Introduced by us Fall, 1930.
2. **Director Rubio.** HT. Pink. 3 for \$5.50
(Cut center of page.) Outshines every other brilliant pink for it holds its color long, rain or shine. A distinguished-looking Rose.
3. **Joyous Cavalier.** HT. Red. 3 for \$3.50
"Made" for bright group plantings, this "joyous" new crimson-red does not blue and blooms continuously. Bush almost shrub-like.
4. **Kardinal Piff.** HT. Tinted. 3 for \$3.00
Orange-pink winner of BAGATELLE GOLD MEDAL, 1926. A very active bloomer with fruity fragrance and well-arranged double flowers.
5. **Li Bures.** HT. Tinted. 3 for \$3.00
Multi-colored Spanish novelty, first maroon, then lightened with orange and yellow. Distinctly fragrant. Holly-like foliage.
6. **Mari Dot.** HT. Tinted. 3 for \$3.50
An entirely new color—deep apricot darkened with orange. Perfume with a sweetness all its own. Won Wright Rose Medal of Pennsylvania Horticultural Society 1929.
7. **Mrs. Pierre S. du Pont.** HT. Yellow. 3 for \$5.00
"Perpetual motion" golden yellow, seldom without flowers. Through merit alone won 9½ out of 10 points at Bagatelle. Neat grower like MME. BUTTERFLY. If you want a yellow get next to this top-of-the-list perpetual performer.
8. **Nuntius Pacelli.** HT. White. 3 for \$3.50
An excellent snow-white bedder. A continuous performer. It is very fragrant, a rare quality among white Roses.
9. **Syracuse.** HT. Red. 3 for \$10.00
An up and doing improvement over HADLEY with finer flowers like great scarlet-crimson balls. Introduced by us Fall, 1930.
10. **Druschki Rubra.** HP. Red. 3 for \$3.50
Hybrid of AMERICAN BEAUTY and FRAU KARL DRUSCHKI, this red "Druschki" has better foliage and delightful perfume.
11. **President Briand.** HP. Pink. 3 for \$4.00
Sends out crop after crop of mammoth clear pink "peony" Roses. A splendid example of the new strain of perpetually-blooming HPs.
12. **Mme. Gregoire Staechelin.** CLI. Pink. 3 for \$3.00
Details and cut on fourth page.



DIRECTOR RUBIO
One of the 12 important novelties

↓
QUANTITY PRICES
 for those wanting stock
 ↓ to sell in quantities or to propagate ↓

• Set No. 2 •

12 STANDARD HYBRID TEAS OF MERIT, \$4.50

The 4-50 Dozen

No. 1 dormant 2-year field plants
Southeastern Penna.-grown on Multiflora Seedlings

1. **Betty Uprichard.** Pink. 10 for \$4.00
(Study cut at foot of opposite page.) RADIANCE-like two-tone salmon. A dependable bedding Rose with brilliant color, profusion of bloom and lusty, healthy growth. Flowers keep well when cut.
2. **Charles K. Douglas.** Red. 10 for \$4.00
Striking crimson scarlet. A particularly fine red Garden Rose with great depth of petals and clear, unfading color. A small bed of these will keep up a continuous show. It deserves its growing popularity.
3. **Duchess of Wellington.** Yellow. 10 for \$4.00
Orange-yellow. An ideal bedding Rose of the hardier type, free-blooming and easy to grow. An excellent variety to recommend to beginners. The universal yellow—it will prosper where others fail.
4. **Etoile de Feu.** Flame. 10 for \$4.50
(Observe closely cut at lower right.) Fire color. Recommend this variety as one of the finest of the new fire-colored Roses. Plant dwarf and bushy, with glistening healthy foliage, which makes it less subject to blackspot.
5. **Gruss an Aachen.** Tinted. 10 for \$4.50
White to carmine. Frequently classed as a Polyantha but its flowers are of Hybrid Tea quality, and they are produced so freely and in such mass effect as to make the variety one of the finest for beds or borders.
6. **Gruss an Teplitz.** Red. 10 for \$4.00
Deep crimson. It blooms constantly the whole season. While it grows too tall for the Hybrid Tea bed it makes a splendid specimen for the lawn or shrubbery border. It is one of the Roses everyone wants.
7. **Hawlmarm Crimson.** Deep red. 10 for \$4.00
The buds open like the wings of a butterfly to very deep velvety crimson-maroon, semi-single flowers. The variety is exceptionally hardy and as a bedding Rose it is peerless. Foliage very healthy.
8. **Lady Alice Stanley.** Pink. 10 for \$4.00
Flesh pink. One of the most dependable Roses for both bedding and cutting with stately blooms on erect, symmetrical plants. A pink Rose without a serious fault. H. P. hardy, and "made" for massing.
9. **Margaret McGredy.** Orange scarlet. 10 for \$4.00
A really fine Rose with marvelous color, continuous bloom and extreme vigor. The blooms are strong in the neck where many of this color are weak. It is slightly fragrant.
10. **Mrs. E. P. Thom.** Yellow. 10 for \$4.50
Lemon-yellow. A leader in lemon-colored varieties because of its clear deep color, an upright-growing plant and quantities of blooms. The foliage is notably clean and is dark, bronzy green.
11. **Red Radiance.** Light red. 10 for \$4.00
This close companion of RADIANCE is not really red but more nearly light crimson. It has exhilarating perfume. It is very, very free-blooming, of excellent habit and so exceptionally popular.
12. **Rose Hill.** Pink. 10 for \$5.50
A marvelous improvement over COLUMBIA, of which it is a sport. All the good features of COLUMBIA have been retained. The color is a brilliant pink that does not blotch. Fragrant. Long, nearly thornless stems for cutting.

• One each of above 12 SET No. 1—\$17.50

NOVELTIES

All 12 introduced in U. S. A. by THE CONARD-PYLE COMPANY. Ten times as many were imported, carefully tested in our trial grounds and personally observed both here and in Europe and finally (not all at once) these 12 were selected as of outstanding excellence.

Here's an unusual chance to get acquainted and to show your customers fine Roses while yet new. You can book high-profit orders from these in your Show Grounds.

No. 1 dormant 2-year field plants. Southeastern Penna.-grown on Multiflora Seedlings.

	For Ten		For Ten
Ami Quinard. HT. Red	\$30.00	Mrs. Pierre S. du Pont.	
Director Rubio.		HT. Yellow	\$17.50
HT. Red (cut above)	19.00	Nuntius Pacelli. HT. White	11.00
Joyous Cavalier. HT. Red	11.00	Syracuse. HT. Red	35.00
Kardinal Piff. HT. Tinted	9.00	Druschki Rubra. HP. Red	12.00
Li Bures. HT. Tinted	11.00	President Briand. HP. Pink	14.00
Mari Dot. HT. Tinted	11.00	Mme. Gregoire Staechelin. CLI. Pink	9.00

Prices by the 100 on Application
Fuller descriptions above at left or send for Retail Catalog

THE CONARD-PYLE CO., Robert Pyle, President, West Grove, Pa.

STANDARD SORTS

These are 12 of the better type standard Hybrid Teas—every one of them a selected variety already well-known to most of your trade. The plants were originally intended for some of the most particular buyers in the country. They were grown under closely-guarded conditions as a studied specialty.

You can be proud to sell this stock. You can talk up its quality with entire confidence in your product. And because these Roses are better they will stay sold, thus assuring you permanent profit and repeat orders. Bank on them for your catalog or local sales!

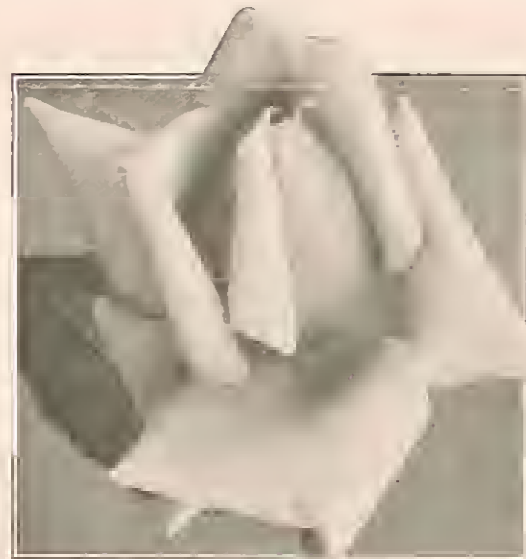
No. 1 dormant 2-year field plants. Southeastern Penna.-grown on Multiflora Seedlings.

	For 100		For 100
Betty Uprichard. HT. Pink	\$35.00	Hawlmarm Crimson.	
Charles K. Douglas. HT. Red	35.00	HT. Deep red	\$35.00
Duchess of Wellington.		Lady Alice Stanley. HT. Pink	35.00
HT. Yellow	35.00	Margaret McGredy.	
Etoile de Feu. HT. Flame	40.00	HT. Orange Scarlet	40.00
Gruss an Aachen. HT. Tinted	35.00	Mrs. E. P. Thom. HT. Yellow	40.00
Gruss an Teplitz. HT. Red	35.00	Red Radiance. HT. Light red	35.00
		Rose Hill. HT. Pink	50.00

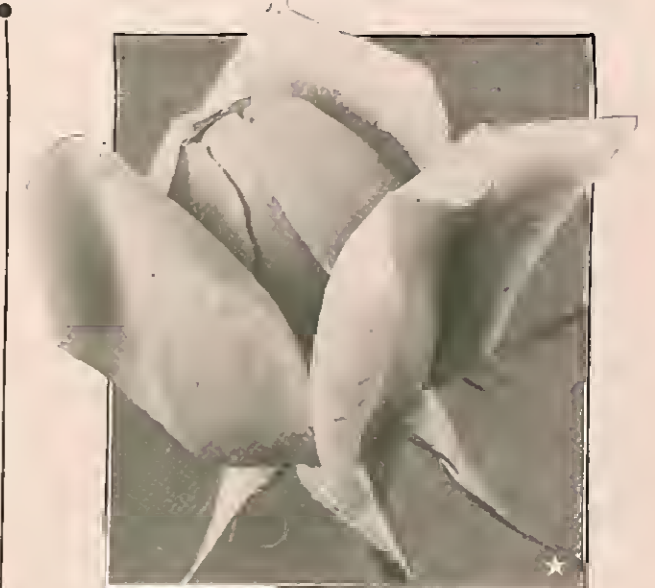
Other varieties, too. Send in your Want List.
Fuller descriptions above at right or send for Retail Catalog

ROSE SPECIALISTS FOR 34 YEARS

• One each of above 12 SET No. 2—\$4.50



The RADIANCE-rivaling BETTY UPRICHARD
Fast becoming one of the World's most popular Roses



ETOILE DE FEU—Wonderful flame color
A leader in the new fire-colored Roses

• Set a faster pace for your sales—

Sell THE NEW SPANISH BEAUTY

New Climbing Rose: MME. GREGOIRE STAECHELIN

•
"The best
Rose introduced
in past 3 years"

•
Won Bagatelle Medal

•
Introduced in U. S.
by the C. P. Co.

•
Beautiful — Colorful

•
A true climber

•
Colorplates

The Spanish producer, Pedro Dot, won the first John Cook Medal of the American Rose Society June 11, 1930, for this Climber—"the best Rose introduced in past three years." The variety had already won in 1927 the Bagatelle Gold Medal.

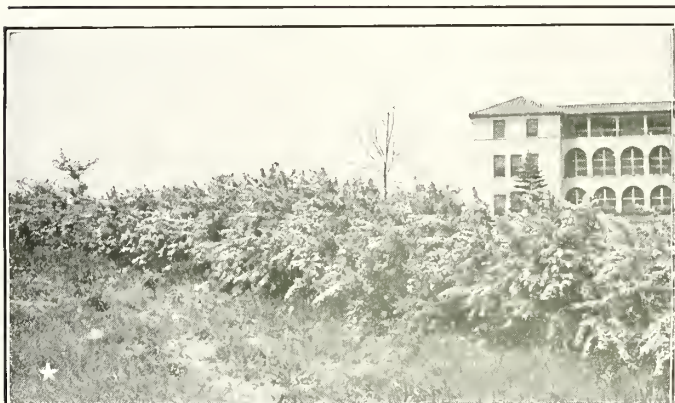
Discovered in Spain by a representative of this firm, Staechelin was first offered in 1928. It is by nature vigorous. Its hardiness has been tested by six consecutive winters at West Grove. The color is iridescent pearl pink with claret carmine markings. The plant will grow 12 feet in a single season. The flowers, on 12 to 15-inch stems, are excellent for cutting.

Attractive, inexpensive colorplates will help you sell this winner. Write for details.



No. 1 dormant 2-year field plants on Multiflora Seedlings

\$1 each 10 for \$9 100 for \$75



New beauty for boundaries . . .
HUGONIS—Golden Shrub Rose of China

Hand it to Hugonis for handsome hedges*

Clear yellow blooms, 1½ to 2 inches across, borne very early on slender, graceful branches. Compactly arranged erect growth, reaching six feet. Small sharp thorns. Tiny, persistent foliage often purple in Autumn. Proved hardiness.

For these reasons HUGONIS is indispensable wherever an informal flowering hedge and impenetrable barrier are desired. Set plants 1½ to 2 feet apart.

Dormant 2-year field plants, own roots

	For 100
1½ to 2 ft.	\$20.00
2 to 3 ft.	30.00

• AND PICK UP PLUMP PROFIT

from selling HUGONIS as a yellow-flowering specimen shrub and for the shrubby border

• This Rose, MME. GREGOIRE STAECHELIN


Top List of Desirable Climbers

No. 1 dormant 2-year field plants
Southeastern-Penna.-grown on Multiflora Seedlings

Mme. Gregoire Staechelin. Pink. Midseason. See full details above at left.	For 100 \$75.00
Bloomfield Courage. Crimson. Midseason. A small single DR. HUEY.	75.00
Le Reve. Intense yellow. Early. A refined STAR OF PERSIA.	50.00
Marguerite Carels. Rich pink. Midseason. "Barrels of bloom"; a dandy new climber.	75.00
Mary Lovett. Large-flowered white. Early. Really a white DR. VAN FLEET; "repeating."	35.00
The Beacon. "Red American Pillar." Midseason. A flashy vermilion red; most attractive.	35.00

Use the useful Spring List!

• 24 Pages of Valuable Descriptions	• Pictures, Fresh Ideas, Selling Suggestions	• News of Improved Varieties, New Ways to Use Stock
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Quick references to ★ Roses,  Shrubs,
✚ Cannas, Evergreens and Lining Out Stock

You should have received your copy January 1.
Extra copies yours for the asking. *Have one handy!*